

MAY 09 2008

## FACSIMILE COVER SHEET

*The Law Offices of*  
**STRAUB & POKOTYLO**

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To: **U.S. Patent and Trademark Office**

Facsimile No.: **(571) 273-8300**

From: **John C. Pokotylo, Esq.**

Date: **May 8, 2008**

Number of Pages Including Cover: **14**

MESSAGE: **FORMAL SUBMISSION OF:**

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.)  
(in duplicate); and
- 3) Election with Amendment (10 pgs.).

Attorney Docket No.: **Google-48 (GP-083-00-US)**

Appl. No.: **10/721,010**

Applicants: **Ross KONINGSTEIN, et al.**

Filed: **November 24, 2003**

Title: **USING CONCEPTS FOR AD TARGETING**

TC/A.U.: **4115**

Examiner: **William A. Brandenberg**

**CERTIFICATE OF FACSIMILE TRANSMISSION**

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John C. Pokotylo

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Signature

May 8, 2008

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Modified PTO/SB/21 (08-00)

Approved for use through 10/31/2002. OMB 0851-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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FORM

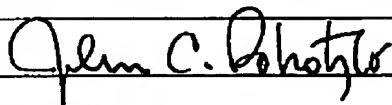
(to be used for all correspondence after initial filing)

|  |  |                        |                          |
|--|--|------------------------|--------------------------|
|  |  | Application Number     | 10/721,010               |
|  |  | Filing Date            | November 24, 2003        |
|  |  | First Named Inventor   | Ross KONINGSTEIN         |
|  |  | Group Art Unit         | 4115                     |
|  |  | Examiner Name          | William A. Brandenberg   |
| Total Number of Pages in This Submission |  | Attorney Docket Number | Google-48 (GP-083-00-US) |

## ENCLOSURES (check all that apply)

|  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> Fee Transmittal Form<br><input type="checkbox"/> Fee Attached<br><br><input checked="" type="checkbox"/> Amendment / Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><br><input type="checkbox"/> Extension of Time Request<br><br><input type="checkbox"/> Express Abandonment Request<br><br><input type="checkbox"/> Information Disclosure Statement<br><br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><br><input type="checkbox"/> Response to Missing Parts/ Incomplete Application<br><br><input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Assignment Papers (for an Application)<br><input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation<br><input type="checkbox"/> Change of Correspondence Address<br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance Communication to Group<br><input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences<br><input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)<br><input type="checkbox"/> Proprietary Information<br><input type="checkbox"/> Status Letter<br><input type="checkbox"/> Postcard Receipt<br><input type="checkbox"/> Other Enclosure(s) (please identify below): |
| Remarks  |   |   |

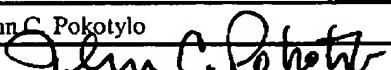
## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

|                         |   |
|-------------------------|---|
| Firm or Individual name | John C. Pokotylo (Reg. No. 36,242)  |
| Signature               |  |
| Date                    | May 8, 2008   |

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| Typed or printed name | John C. Pokotylo  |
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| Date                  | May 8, 2008   |

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Modified PTO/SB/17 (01-03)

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# FEE TRANSMITTAL for FY 2007

Effective 09/30/2007. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 0.00)

Complete If Known

|                      |                          |
|----------------------|--------------------------|
| Application Number   | 10/721,010               |
| Filing Date          | November 24, 2003        |
| First Named Inventor | Ross KONINGSTEIN         |
| Examiner Name        | William A. Brandenberg   |
| Art Unit             | 4115                     |
| Attorney Docket No.  | Google-48 (GP-083-00-US) |

## METHOD OF PAYMENT (check all that apply)

 Check  Credit card  Money Order  Other  None Deposit Account:Deposit Account Number  
Deposit Account Name50-1049  
Straub & Pokotylo.

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 fee(s) indicated below  Charge any fee(s) due in connection with the filing submitted herewith  
 Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION

## 1. BASIC FILING, SEARCH &amp; EXAMINATION FEES

| Large Entity        | Small Entity | Fee              | Fee Description | Fee Paid |
|---------------------|--------------|------------------|-----------------|----------|
| (\\$)               | (\\$)        | (\\$)            |                 |          |
| 1030                | 515          | Utility fee      |                 |          |
| 440                 | 220          | Design fee       |                 |          |
| 680                 | 340          | Plant fee        |                 |          |
| 1440                | 720          | Reissue fee      |                 |          |
| 210                 | 105          | Provisional fee  |                 |          |
| <b>SUBTOTAL (1)</b> |              | <b>(\$ 0.00)</b> |                 |          |

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

| Total Claims | Independent Claims | Multiple Dependent | Extra Claims | Fee from below | Fee Paid |
|--------------|--------------------|--------------------|--------------|----------------|----------|
|              |                    |                    | -20** =      | X              |          |
|              |                    |                    | -3** =       | X              |          |
|              |                    |                    |              |                |          |

| Large Entity        | Small Entity  | Fee   | Fee Description |
|---------------------|---------------|---|-----------------|
| Fee Code (\$)       | Fee Code (\$) | (\\$)   |                 |
| 1202 50             | 2202 25       | Claims in excess of 20                                    |                 |
| 1201 210            | 2201 105      | Independent claims in excess of 3                         |                 |
| 1203 370            | 2203 185      | Multiple dependent claim, if not paid                     |                 |
| 1204 210            | 2204 105      | **Reissue independent claims over original patent         |                 |
| 1205 50             | 2205 25       | **Reissue claims in excess of 20 and over original patent |                 |
| <b>SUBTOTAL (2)</b> |               | <b>(\$ 0.00)</b>  |                 |

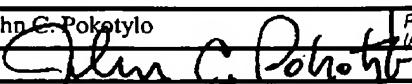
\*\*or number previously paid, if greater. For Reissues, see above

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

| Large Entity                                    | Small Entity | Fee Code (\$)  | Fee (\$) | Fee Description | Fee Paid |
|---|--------------|--|----------|-----------------|----------|
| 1051 130  | 2051 65      | Surcharge - late filing fee or oath  |          |                 |          |
| 1052 50   | 2052 25      | Surcharge - late provisional filing fee or cover sheet                     |          |                 |          |
| 1053 130  | 1053 130     | Non-English specification  |          |                 |          |
| 1812 2,520                                      | 1812 2,520   | For filing a request for ex parte reexamination                            |          |                 |          |
| 1804 920*                                       | 1804 920*    | Requesting publication of SIR prior to Examiner action                     |          |                 |          |
| 1805 1,840*                                     | 1805 1,840*  | Requesting publication of SIR after Examiner action                        |          |                 |          |
| 1251 120  | 2251 60      | Extension for reply within first month                                     |          |                 |          |
| 1252 460  | 2252 230     | Extension for reply within second month                                    |          |                 |          |
| 1253 1,050                                      | 2253 525     | Extension for reply within third month                                     |          |                 |          |
| 1254 1,640                                      | 2254 820     | Extension for reply within fourth month                                    |          |                 |          |
| 1255 2,230                                      | 2255 1,115   | Extension for reply within fifth month                                     |          |                 |          |
| 1401 510  | 2401 255     | Notice of Appeal   |          |                 |          |
| 1402 510  | 2402 255     | Filing a brief in support of an appeal                                     |          |                 |          |
| 1403 1,030                                      | 2403 515     | Request for oral hearing   |          |                 |          |
| 1451 1,510                                      | 1451 1,510   | Petition to institute a public use proceeding                              |          |                 |          |
| 1452 510  | 2452 255     | Petition to revive - unavoidable   |          |                 |          |
| 1453 1,540                                      | 2453 770     | Petition to revive - unintentional   |          |                 |          |
| 1501 1,440                                      | 2501 720     | Utility issue fee (or reissue)   |          |                 |          |
| 1502 820  | 2502 410     | Design issue fee   |          |                 |          |
| 1503 1,130                                      | 2503 565     | Plant issue fee  |          |                 |          |
| Petitions to the Commissioner - check fee sheet |              |  |          |                 |          |
| 1807 50   | 1807 50      | Processing fee under 37 CFR 1.17(c)  |          |                 |          |
| 1806 180  | 1806 180     | Submission of Information Disclosure Stmt                                  |          |                 |          |
| 8021 40   | 8021 40      | Recording each patent assignment per property (times number of properties) |          |                 |          |
| 1809 810  | 2809 405     | Filing a submission after final rejection (37 CFR 1.129(a))                |          |                 |          |
| 1810 810  | 2810 405     | For each additional invention to be examined (37 CFR 1.129(b))             |          |                 |          |
| 1801 810  | 2801 405     | Request for Continued Examination (RCE)                                    |          |                 |          |
| 1802 900  | 1802 900     | Request for expedited examination of a design application                  |          |                 |          |
| Other fee (specify)                             |              |  |          |                 |          |
| * Reduced by Basic Filing Fee Paid              |              |  |          |                 |          |
| <b>SUBTOTAL (3)</b> (\$ 0.00)                   |              |  |          |                 |          |

(Complete if applicable)

|                   |   |                                   |        |           |                |
|-------------------|---|-----------------------------------|--------|-----------|----------------|
| Name (Print/Type) | John C. Pokotylo  | Registration No. (Attorney/Agent) | 36,242 | Telephone | (732) 936-1400 |
| Signature         |  |                                   |        | Date      | May 8, 2008    |

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This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

MAY 09 2008

Modified PTO/SB/17 (01-03)

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| Examiner Name        | William A. Brandenberg   |
| Art Unit             | 4115                     |
| Attorney Docket No.  | Google-48 (GP-083-00-US) |

## METHOD OF PAYMENT (check all that apply)

 Check  Credit card  Money Order  Other  None
 Deposit Account:

|                        |                   |
|------------------------|-------------------|
| Deposit Account Number | 50-1049           |
| Deposit Account Name   | Straub & Pokotylo |

The Commissioner is authorized to: (check all that apply)

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Charge any fee(s) due in connection with the filing submitted herewith

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## FEE CALCULATION

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|                    | -20** =      |                |          |
| Independent Claims |              | X              |          |
| Multiple Dependent | -3** =       |                |          |

| Large Entity        | Small Entity | Fee   | Fee Description |
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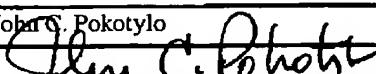
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| 1801 810  | 2801 405     | Request for Continued Examination (RCE)                                    |                 |          |
| 1802 900  | 1802 900     | Request for expedited examination of a design application                  |                 |          |

## Other fee (specify)

\* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 0.00)

## SUBMITTED BY

|                   |   |                                   |        |           |                |
|-------------------|---|-----------------------------------|--------|-----------|----------------|
| Name (Print/Type) | John C. Pokotylo  | Registration No. (Attorney/Agent) | 36,242 | Telephone | (732) 936-1400 |
| Signature         |  |                                   |        | Date      | May 8, 2008    |

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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-48 (GP-083-00-US)**

Applicants: **Ross KONINGSTEIN, et al.**

Serial No.: **10/721,010**

Filing Date: **November 24, 2003**

Title: **USING CONCEPTS FOR AD TARGETING**

Examiner: **William A. Brandenberg**

Group Art Unit: **4115**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**ELECTION WITH AMENDMENT**

In response to the Election/Restrictions mailed on April 8, 2008, (Paper No. 20080402), which set a period for response to expire on May 8, 2008, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.